

# Growing *in Lake* Park

*Village of Lake Park  
Economic Development Commission  
Meeting  
Meeting Minutes: Thursday,  
February 20, 2014*

*Meeting Location: 6136 Creft Circle, Lake Park, NC 28079*

*Attendees: Sandy Coughlin, Doug Lucas, Sharon Williams and Chris Yeager*

*Absent: John Box*

*Guests: Blair Cooper, Ashley Dance, Mark & Margaret Phillips*

## **Call to order & Prayer**

Chris offered a reflection. Sandy called the meeting to order at 6:45 pm.

## **Minutes, Announcements & Finance**

- a. January 23, 2014 meeting minutes were tabled for approval at the March 20 meeting.
- b. January 31 budget balance is \$3981.72, unchanged since December. There are gift certificates unredeemed for Skeeters, and Streamworks Media. The certificates are to encourage businesses to get acquainted with Lake Park's professional community.
- c. Doug reported that Cemex has vacated their premises on Unionville Indian Trail Road after having completed a property upgrade.

## **Council Comment**

Waste Collection service through early April is current with Trash Control Inc. fulfilling an interim 90-day contract with the Village. WastePro's proposal won Council approval on February 11 with service beginning in April, as the TCI contract ends.

## **Public Comment**

Blair and Ashley's attendance tonight arose from their general interest as Lake Park residents. Blair is on the master HOA. The Dance's have Garden Club approval for Veterans Park flag installation proposal and expects to present to Parks & Recreation this month.

## **Commissioner Comment**

- a. Sharon advised that Skeeter's had such a good day today that she baked more in the afternoon and has added more variety. Today was unseasonably warm with temperatures reaching 70 degrees F.
- b. Sharon has added staff and extended her hours. She's not announcing new staff members in the Villager until each addition has achieved staying power.

## **New Business: Village Development Strategic Goals**

### **A. Commercial Enhancements**

Doug advised that the elevation art and the quote are delayed during system upgrades to Lucas' scheduling system and he will deliver both on March 20. He shared brochure on material variety and will include the cost range in the March 20 quote. Introducing the work in phases will enable the Town Center owner, V T Management LLC to participate in the funding with the Village.

As soon as the village attorney has completed his review of the village's new waste collection contract, he will be able to propose easement documents for the hardscape enhancements. Family health matters have contributed somewhat to the delay.

Sandy will follow up with attorney Ken Swain regarding the easement procedure and will request the Volodko bench re-install quotes from outgoing Mayor Spence.

**B. Town Center Leasing Update**

Sharon reported that Mr Konarzewski, owner of the restaurant formerly occupied by Fireside Coffee and Mama's Mexican Café, is working on internal upgrades and new exhaust in preparation for a new tenant offering American style food. No details are known and a March readiness date is not firm, though the exterior round sign and old window displays have been removed. There could be a marketing advantage to the restaurant and Skeeter's to combine Grand Opening celebrations.

**Old Business:**

A. **Signage:** Update on signage blades for Skeeters is tabled till John returns..

**B. mylakepark.com commercial website**

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22	26	28	34	25	31	69	45	51	49	32	43
2014	68	72										

Sandy shared Google analytics and Chris commented on the superior per cent of unique (new) visitors and the low bounce rate (those who leave without exploring any of the links). An intern has suggested doing an update for \$50 per hour. Mark volunteered interest as well. Chris will bring a recommendation March 20.

NOTE: in Jan: 63 were unique visitors, 204 pageviews (averaging 3 pages and 1:37 min. per visit).

“Unique” : Not duplicated (counted only once) in the month. 88.2% are unique, 11.8% are returning people.

**C. 2014 Event Planning**

Sandy reminded that EDC pursues two goals for upcoming events 1) to generate traffic to the businesses and 2) to bring value-added speakers to assist professional leader development.

1. **Cruise In:** Sharon suggested a few March cruise-in date/times on the hobbyist’s schedule that we can visit before sponsoring one. (Concord 6-8p Wednesdays, and Charlotte 10-4 Saturdays). Commissioners agreed that they will each visit one before June 1. Sharon will email to the commissioners the area schedule and check on the recurring event in Monroe which Doug has noticed on Hwy 74) with local resident/enthusiast Rocky Rozell.

Plans for a Lake Park event can wait for restaurant opening, or can bring in food vendors.

2. **Earth Day Event:** Chris made a motion that the EDC fund up to \$40 for a booth fee to represent all Lake Park businesses that want to participate April 5. Doug seconded the motion. Motion passage was unanimous.

Sandy will email details to all leaders of the schools, businesses and churches, respond to organizer, prepare a general gift certificate, attend the booth and contact Nicole.

Sharon will assemble raffle basket, provide a tent, table, chairs, a person in the booth and will request masseuse to bring massage chair.

Doug will provide a plant and is considering a coupon for landscape service or patio structure. Kite Festival is same day; businesses need to decide how to participate in either, both or none.

4. **Rob Quillen:** Sandy has received a response from his publisher and is pursuing a definite response to a 2014 speaking engagement. Union Chamber might be interested in sharing expense if he can be available. He's the motivation speaker who authored "Why Wait - Fulfilling Dreams From Tragedy".

5. **Concert:** Tabled till John can present his proposal at the March meeting.

#### **Communication & Events Calendar & Kiosk**

Email or phone news items to Sandy before the March 14 *Lake Park Villager* deadline. The issue can be on [www.lakeparknc.gov](http://www.lakeparknc.gov) by the 3/21 and in homes by 3/25.

#### **Next Meetings**

**Thursday, March 20, 2014 6:30 pm at Community Center**

**Hot Topic: Proposal for Commercial Core Hardscape Improvements**

Thursday, March 20, 2014 6:30 pm at Lucas Landscape (3316 Faith Church Road)

**Adjourned** by consensus at 7:45 pm.